

## DRIVE FOR ECONOMICAL PRODUCTION

**Dairy Industry Most Important Branch of Agriculture in This County—Improvement Looked for Through Better Marketing Conditions and Elimination of Unprofitable Cows.**

The dairy industry of New London county is the most important branch of agriculture and the most in need of improvement, says Assistant County Agent Whitman in his annual report made public Friday. During the past year 444 farm visits have been made by Mr. Whitman, 152 demonstration visits were made, 146 meetings were held at demonstrations with 416 attending such meetings. The assistant county agent has traveled 7,500 miles by auto and 1,000 miles by rail during the twelve month period. His annual report follows:

**Pork Industry Stimulated.**  
In carrying out the agricultural projects of the New London County Fair, Bureau due consideration has been given to the different branches as their importance warranted, dairy improvement taking precedence over all others. As a result of the decrease in pork due to the numerous phases of the war it was decided to stimulate this industry through the agency of pig clubs. The poultry industry has been materially assisted through the medium of poultry farm surveys and culling demonstrations. This work has been under the direct supervision of the assistant county agent whose duties have been to stimulate and keep up interest through the medium of demonstrations, field tests, farm visits, and bulletins, and placing the farming industry of New London county on a more practical business basis through the assistance rendered in keeping records and farm accounts.

**Dairy Improvements.**  
The dairy industry of New London county is the most important branch of agriculture and the most in need of improvement. With this knowledge before them the directors of the farm bureau decided to make a drive for the more economical production and better marketing facilities of dairy products, through the elimination of unprofitable cows; as shown by complete records obtained by a cow tester showing costs and production, and daily milk record, and production, reducing the cost of feed through buying more economical concentrates; producing more and better feed; by clover demonstrations; hog raising, grass lands, silage, including corn and soy beans; soy beans tests, alfalfa tests, etc. Herd improvement; by a campaign for the elimination of scrub bulls; assisting farmers in securing bulls of merit; teaching boys dairy type through stock judging contests.

**Cow Testing.**  
A cow testing association is a co-operative organization of farmers for the purpose of promoting the dairy interests of its members and of the community and particularly to provide means and methods for periodically weighing and testing each cow's milk in the several herds of the members and also to determine the cost of producing milk and butter fat. As a result of the high cost of all items entering into the production of milk seven dairymen requested the service of a dairy specialist to assist them in determining the production of each cow as well as cost of producing. The assistant county agent, commencing April 1917, spends one day a month on each of these seven farms securing statistics covering feed consumed by each cow, both grain and roughage, cost of the same, production, covering pounds of milk and butterfat, value of labor, utensils, interest on investment, depreciation, etc., making recommendations regarding buying and mixing feeds and assisting the farmer in every way to make his dairy business more profitable. An invoice was taken at the beginning of the year to determine the investment, and at the end of the year it is hoped that many facts will be shown which will lead to more profitable farming. Through this assistance the dairymen is enabled to plan each year's farm business better than the business of the year before.

**Reduced Cost of Feed.**  
On two farms it was possible by substituting different feeds to reduce the cost five cents per one hundred pounds of feed. On one farm it was found that the dairymen was only receiving five and one-half cents for his milk sold in the form of butter. He thereupon changed to retailing his production at ten cents and thereby gaining a margin of profit on his product. Another found the net returns from wholesaling milk to be only 10 cents, he placed his farm on a plane of higher efficiency by being able to spend a larger amount of time on it.

**Milk Testing.**  
That the testing of milk for the percentage of butterfat is attracting the attention of a greater number of dairymen is being demonstrated daily. In the large number of samples tested. At the New London County Fair 45 samples of milk and cream were tested and at North Stonington fair, 13 samples. On seven farms monthly tests are made of 10 cows. Milk testing demonstrations have been given on two farms and on numerous occasions, small numbers of samples tested. It has been demonstrated that milk testing is the solution of a great many of the dairymen's problems, such as deciding which cow to dispose of and when it is more profitable to sell milk testing different percentages of butterfat in the form of whole milk or cream. It has a direct bearing upon the marketing of milk, as the cow producing milk testing 5 per cent. requires more feed than one testing 4 per cent. to produce a given quantity of milk.

**Milk Survey.**  
In cooperation with the extension department of the Connecticut Agricultural College, the assistant county agent has conducted an investigation on the cost of producing milk for the year ending April 30th, 1917. Twenty-seven average herds were visited and figures tabulated to show what costs could be determined. These figures have been published and show that it costs the farmer \$0.9537 to produce a quart of milk while at the same time he received only \$0.8447 per quart. The total cost of producing milk was \$161.27 per cow, receipts \$133.81, making a loss for the year of \$27.46 per cow.

**Field Tests.**  
Appreciating the fact that it is just as important to reduce the cost of production as to obtain a higher market price for one's products, emphasis was placed on growing nearly all one's feeds and feeding all one grew, with this in mind assistance was rendered to the farmers in securing pea beans, yellow eyes, buckwheat, flint corn and soy beans. A big drive was made on planting soy beans with corn for silage. Instructions were given the farmers on planting, cultivating and harvesting.

Records have been taken during the summer of soy beans and peas, for

second and third cuttings, the value of lime over unlime soil, the value of planting at last cultivation of corn and in oats in spring. Demonstrations have also been held at field meetings on the farms of representative dairymen. These demonstrations have brought home to those gathered the results of the year's work along lines of solid improvement and the opportunity of hearing specialists discuss topics on soil, crops and methods by which improvement may be obtained in order that each will contribute to its share and return a profit.

**Better Sires.**  
A campaign for better sires was launched in New London county by the exhibit in the Farm Bureau tent at the county fair consisting of a large pure bred Holstein bull weighing 2200 pounds and a common grade bull. The pure bred bull was a living example of all that is to be desired in a good sire, prepotency as indicated by vigor, expressed in line, clearness of eye, fine texture of hide and hair, strong masculinity, rugged constitution, bull illustration, femininity to a marked degree, many taking him for a cow, lacking in vigor and prepotency as shown by sleepy eye, and carried underlines, and having coarse hair and hide. Many of these poor qualities are to be found in the average bull and were forcibly brought out by the exhibit. This campaign is to be carried throughout the winter.

**Stock Judging.**  
In pursuance of the policy adopted in 1916 a stock judging contest was

again added to the New London County Fair. The success of this was due to the generosity of the New London County Agricultural Society in so far as giving \$25 for prizes, in the wholehearted cooperation of the eight dairymen on whose farms it was possible to hold lessons in judging in the four different breeds and to the instructions and encouragement given to the boys and girls by Carl E. Mussen, extension dairymen of Connecticut Agricultural College. Fifteen boys and girls entered the contest in Norwich, Elizabeth Brown winning first place. The four winners were taken to Brockton, Mass., Oct. 4, competing there in the Juvenile Stock Judging Contest. There were 45 entries from different parts of New England, four of them having competed at previous fairs with success. Our winners were Dorothy Brown, fifth place; Sidney Moorehouse, 13th, John McCarthy, 25th, Elizabeth Brown, 34th.

**Farm Bureau Meetings.**  
As a result of the farm bureau meeting held during October and November stimulus has been given to the dairy industry. These talks were on feeding. The growing of good roughage and general herd improvement. The value of these talks were proven by the numerous questions asked and requests to visit the farms for the purpose of assistance. As a result of these meetings a request for extension schools has been made by a number of towns in addition to several institute meetings for the purpose of going more deeply into the subject of economical production.

### Pig Club.

The New London County Pig Club was organized for the purpose of stimulating the boys' interest in things pertaining to the farm and to increase the production of pork. The scarcity of pigs necessitating the limiting of membership to 15, 13 securing pure bred Berkshires, two securing Chester Whites. Each one of these boys have been visited twice and five of them three times. Nine bulletins have been given, each one dealing on pigs, feed, care, etc. At the New London County Fair six of these pigs were exhibited, the three winners being respectively, Ralph Taylor, Lebanon; Raymond Geer and John McCarthy, Norwich Town. On Aug. 22 a number of the boys were taken to the Connecticut Berkshire meeting held at Branford Farms, East Lyme, where they were given the opportunity to see the excellent pigs and hear speakers well versed in pig lore. The contest ended Nov. 1 with the weighing and judging by J. A. Simms, swine specialist of Connecticut Agricultural College, County Agent Warner and the assistant county agent. During the contest the total cost of production was made on 13 to finish the contest with a total number of pounds of pork aggregating 3,398 at a value of \$451.39. The total cost of production was \$340.33, making an average cost production per pound 109c, leaving a total profit of \$111.06 or a net of profit of \$8.55 for each pig club member. The prizes which consist of \$5, \$3, \$2, \$1, given by the New London County Agricultural Society, are to be awarded on the morning of Dec. 12 at the New

London County Corn Show. The value of this work has been demonstrated during the contest in the interest and enthusiasm with which the boys have entered into and carried it to a successful conclusion and the desire for a similar one next year.

### Poultry Culling Demonstration.

One of the most successful educational campaigns of the year has been the drive for the elimination of non productive hens. During the week of Sept. 27 with the assistance of Prof. Roy E. Jones and B. E. Warner, 14 culling demonstrations were held at the farms of representative poultry men in the county with a total attendance of 102. The number of hens handled were 1502 of which 381 or 25.4 per cent. were left and 611 or 40.6 per cent. rejected. 460 eggs were laid before the culling and 377 after, or a decrease of only 5.8 per cent. in eggs.

### Poultry Farm Survey.

To assist the poultrymen in the county in determining what fundamental principles of management apply to successful poultry farming and the most practical and efficient means of carrying out a study was made over a period of one year and includes an itemized account of all receipts and expenses and an inventory at the beginning and at the end of the year as well as records of annual productions, acreage, crop yield, etc. Summary: Days in field, 211 1-2; days in office, 14 1-2; farm visits, 44; demonstration visits, 152; meetings

held at demonstrations, 38; attendance at such meetings, 418; bulletins distributed, 321; other meetings held or attended by agent, 51; attendance at such meetings, 1983; articles published, 27; circular letters written, 174; letters written, 20; reached at fairs, 10,500; days assistance from college specialists, 17; miles traveled by auto, 7,500; miles traveled by rail, 722.

### NORWICH Y. M. C. A.

**BUILDING FUND.**  
Payments of Pledges Are Coming In Satisfactorily.

The monthly meeting of the Y. M. C. A. directors was held this week at the association building. There was a good attendance and the various reports indicated a healthy condition of the work. The membership reported 45 new members received during the past month.

The report of the treasurer of the new building fund showed receipts to date of \$25,515.50, which is very encouraging. The matter of supplying visiting soldiers and sailors with coats at week ends at reasonable prices was discussed, and referred to the rental committee and the general secretary.

The statement was made that a large number of the pledges made to the Y. M. C. A. war work had already been paid.

**Simsbury.**—The Catholic Boy Scouts of America have organized a troop of 24 members, to be known as St. Joseph's troop, No. 3.

ALL  
Trolleys Lead  
To

The Boston Store

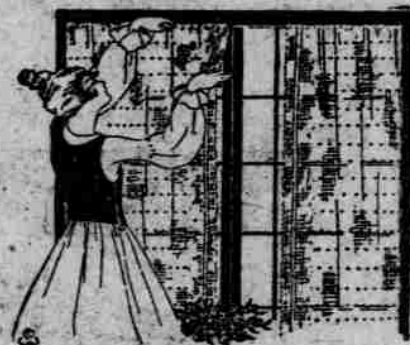
The Business  
Center  
of Norwich

### SPECIAL SALE OF Knitting Bags JUST RECEIVED

We show them for the first time Saturday morning. The cleverest Knitting Bags you ever saw for the money. None of the old, stereotyped designs and colors, but new and original ideas which are mighty pleasing.

Terry Cloth printed with striking designs in pretty colorings, and lined with contrasting colors are featured, but some very handsome Cretones make up the larger part of the showing. You will find hoop handles, loop handles and some silk cords, with a number of bags displaying dull metal effects. It is in fact a representative assortment and very cheap at

**\$2.00 and \$2.50**



### Window Curtains HALF PRICE SATURDAY

104 PAIRS FROM OUR  
DISPLAY RACKS

We will sell every pair of Curtains which have been hanging on our display racks, and have become slightly soiled there, at just half the regular price. We have duplicates of these Curtains in stock which must be sold at the regular price, but these samples have all been mercilessly reduced. The lot includes Marquisettes, Scrims with Cluny or Lace Edges; Plain Scrims and Scrims with Cluny and Fillet Insertions; Drawn-work Scrims; Nottingham in all grades; Bonaz Curtains; Madras, Muslin and Quaker Lace Curtains.

Your Choice Saturday  
**HALF PRICE**

## Pre-Holiday Bargains In Women's Wear DRASTIC PRICE REDUCTIONS NOW IN FORCE

**\$20.00 Coats for \$15.00**

### RARE BARGAINS

We have shopped the Coats which we have been selling at various prices up to \$20.00, and will dispose of them Saturday at the price named above. There are several snappy models in some of the most desirable weaves and colorings. Here is a real bargain for you if you are looking for a good Coat at a little price.

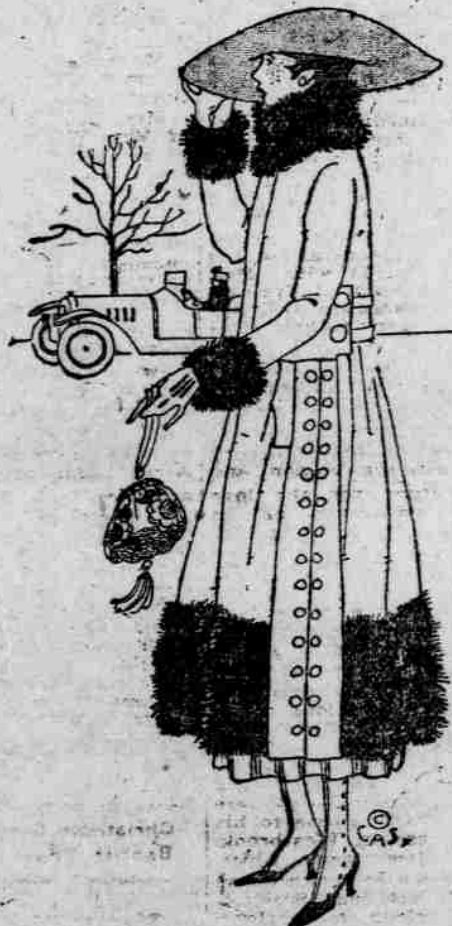
**SALE PRICE \$15.00**

**Splendid Coat Values  
for \$22.75**

Extremely smart as well as serviceable models are grouped under this price—a representative assortment of the best ideas of the season. The major portion of them have fur collars and show traces of fur in the trimming as well. Some stunning Coats in the lot.

**SALE PRICE \$22.75**

**Fur Coats, Scarfs and Muffs, at Special Prices**



**\$19.50 Dresses for \$15.00**

### GREAT VALUES

Pretty Serge and Silk Dresses in a variety of the most attractive styles and colorings have been reduced to clear our stocks. All of the newer style features will be found in the assortment, and in quality as well as smartness of style the dresses will command attention. Now is the time to make the investment.

**SALE PRICE \$15.00**

**Coats for Young Girls  
from \$7.50 up**

For the young girls, from 6 to 14 years of age we show a very pretty selection of youthful models whose lines are good, materials of unquestioned merit and colors of the latest. Zibelines, Burella and Velvets are all shown.

**PRICED FROM \$7.50 up**



## Half Price Millinery Sale

ALL OF OUR HATS WHICH WERE PRICED FROM 75c TO \$5.00

**Saturday Half Price**

150 HATS

To make room for Holiday Goods we are compelled to sacrifice the balance of our stock of smart Millinery. We have taken every hat between the two prices mentioned, and have cut the price squarely in two.

**150 Hats to go Saturday**

Misses' and Children's—all are included. Big hats and little—it makes no difference, all must go. Your choice of Black Hats and all the desirable colors. Good, clean merchandise, in some of the cleverest, snappiest models which this season has brought out.

BUY THAT HAT SATURDAY

THIS IS A ONE-DAY SALE

**AT HALF PRICE**

The Reid & Hughes Co.

## Saturday Specials

### Domestic Department

25c Turkish Towels of good quality. These are rapidly replacing linens which are now so expensive.

**SATURDAY SPECIAL ..... 19c**

### Underwear and Hosiery Department

Children's Fleece-lined Underwear Vests and Pants of regular winter weight, warmly fleeced. We have sizes 18 to 34. They are very slightly imperfect, hence the chance to get them at a wonderfully low price.

**SATURDAY SPECIAL ..... 35c**

Women's Fleece-lined Underwear Vests and Drawers which are warmly fleeced, and just the thing for the cold weather. Drawers are all ankle length and Vests have long or short sleeves and Duchess neck with elbow sleeves.

Regular sizes—

**SATURDAY SPECIAL ..... 75c**

Extra sizes—

**SATURDAY SPECIAL ..... 85c**

### Toilet Goods Department

A Palmolive Combination Offer 90c worth for 40c  
3 cakes of Palmolive Soap and a jar of Palmolive Cold or Vanishing Cream, or the Soap and a box of Palmolive Face Powder—90c worth in all.

**SPECIAL 40c**

50c Mavie's Face Powder in flesh, white and brunette.

**SATURDAY SPECIAL ..... 42c**

Mennen's Violet Talcum, small size.

**SATURDAY SPECIAL ..... 9c**

### Notion Department

SHOE POLISHES AT SPECIAL PRICES

Black, tan or white polishes in liquid or paste form. We include Shinola, 2-in-One and Whitmore's.

10c size—

**SATURDAY SPECIAL ..... 8c**

25c size—

**SATURDAY SPECIAL ..... 20c**

13c Hair Pin Cabinets.

**SATURDAY SPECIAL ..... 10c**

Basting Thread in sizes 40, 50 and 60. Big spools of 500 yards.

**SATURDAY SPECIAL, 3 for 12c**

### Shirt Waist Department

Cape de Chine Blouses in white or flesh colored silk of good quality. A number of pretty models.

**SATURDAY SPECIAL ..... \$3.00**

Special Voile Blouses—Dainty waists of crisp voile, all prettily trimmed with laces or embroidery.

**SATURDAY SPECIAL ..... \$1.00**